

NATIONAL INDIAN EDUCATION ASSOCIATION JOB ANNOUNCEMENT

NIEA Job Description: Director of Communications

For Immediate Hire

The National Indian Education Association (NIEA) seeks a full time, in house **Director of Communications** to assist in creating and executing an overarching communications plan to promote and expand the influence and capacity of the organization to accomplish its mission and provide increased awareness and service to its members, its constituents, its strategic partners, its funders , its volunteers, to opinion and policy setters, and to its Native American students, families, and communities. The **Director of Communications** reports directly to the Executive Director and is an integral part of the core staff of the NIEA. The activities of the **Director of Communications** will touch all parts of the NIEA's programs and services. Salary is commensurate with experience. Frequent travel is required.

The functions of the position, include, but are not limited to the following:

Establish and implement an overarching communications plan to promote and expand the influence, capacity, and sustainability of the organization to better accomplish its mission and to serve the education needs of American Indian, Alaska Native, and Native Hawaiian students, their families, and their communities. This communication plan contains discrete sub plans which follow.

As part of the overarching communications plan establish and implement a media relations plan which encompasses all aspects and services of the organization. This plan requires fostering working relationships with journalists, reporters, opinion and policy setters, and all print, electronic, video, and other media.

As part of the overarching communications plan establish, develop, and implement a plan to use social media to increase the influence of the organization to provide increased awareness and service to its members, its constituents, its strategic partners, its funders and potential funders, its volunteers, opinion and policy setters, and Native American students, families, and communities.

As part of the overarching communications plan establish, develop and implement a plan to create consistent and uniform messages on behalf of the organization to increase the influence of the organization and to promote and expand the capacity of the organization to accomplish its mission and provide increased awareness and service to its members, its constituents, its strategic partners, its funders, its volunteers, to opinion and policy setters, and to its Native American students, families, and communities.

As part of the overarching communication plan establish, develop, and implement a communications plan to create and build future fund development opportunities to increase the influence of the organization and to support the accomplishment of its mission.

As part of the overarching communications plan establish, develop, and implement a plan to provide training for volunteers and staff to be able to implement the media relations and communications plan,

to more effectively use social media, to communicate a consistent organizational message, and to increase potential fund development opportunities for the organization.

As part of the overarching communications plan assist in managing the development, updating and effective use of the technical infrastructure and website contained within the organization .

Other duties as assigned by the Executive Director.

Essential Qualifications

Master of Arts Degree in Communications or Public Relations or related field;

Excellent written and verbal communication skills;

Previous experience working collaboratively as part of a communications/public relations/fund development team for a non profit entity or a marketing firm for a for profit entity;

Strong organizational skills and ability to handle multiple tasks and meet deadlines;

Ability to proactively identify communications/public relations/fund development/ media relations opportunities and to develop supporting programs to take advantage of these opportunities;

Ability to communicate, manage and collaborate with individuals and entities inside and outside the organization as relates to communications/fund development/media relations/public relations;

Demonstrated ability to construct an overarching communications plan that addresses media relations, the use of social media, the creation and use of consistent and relevant messaging, the creation of fund development opportunities, and the development of training opportunities for staff and key volunteers to increase the influence and capacity of the NIEA to better achieve its mission and provide increased service to its stakeholders.

A minimum of 3-5 years experience in establishing and implementing a media relations plan, including identifying necessary media contacts, journalists, reporters, opinion and policy shapers, and fostering and building long term relationships with them, and in delivering information to them that is reported and communicated to a broader audience through their contacts and networks;

A minimum of 3-5 years experience in using social media and constructing systems of social media connections to communicate an organizational message, to increase awareness of a particular message, and in recruiting individuals and organizations to participate. A minimum of 3-5 years of experience using HTML and in programming to create and maintain a website to support the use of social media.;

A minimum of 3-5 years experience in establishing, developing, implementing, and delivering consistent and uniform messages on behalf of an organization or campaign to achieve a defined goal and objective;

A minimum of 3-5 years of experience working with an organization in a communications/fundraising/fund development/marketing capacity (not for profit organization experience preferred);

A minimum of 3-5 years experience establishing, developing, and providing training for volunteers and staff to be able to implement a media relations plan, to more effectively use social media, to communicate a consistent organizational message, and to increase potential fund development opportunities for an organization;

Possession of a driver's license in good standing.

To Apply

Provide cover letter, resume, at least two writing samples, a portfolio of work accomplished and at least two samples of the same, and the names and addresses of three references, including land address, e mail address, and phone of references provided.

Frequent travel is required as part of the job duties for this position.

E mail application information to NIEA Executive Director Colin Kippen

ckippen@niea.org